

fashion calendar

JANUARY 17,

1966

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 26th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

| JANUARY | JULY |
|---|---|
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |
| FEBRUARY | AUGUST |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |
| MARCH | SEPTEMBER |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
| APRIL | OCTOBER |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |
| MAY | NOVEMBER |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
| JUNE | DECEMBER |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK ENDING SATURDAY, JANUARY 15, 1966

NEW YORK COUTURE GROUP'S FORTY-SIXTH NATIONAL PRESS WEEK (Jan. 9-14, 1966)

Spring collections of leading designers (members, auxiliary members, and a variety group of designers) for visiting press. Press Director: Kittie Campbell, LA. 4-0461.

Thurs., Jan. 13: 8:30 A.M. Buffet BreakfastASTOR-VERSAILLES RM.
 9:30 A.M. TOWNLEY (CHUCK HOWARD)ASTOR-VERSAILLES RM.
 10:15 A.M. MONTE-SANO & PRUZAN.ASTOR-VERSAILLES RM.
 11:00 A.M. Writing Period
 11:45 A.M. J.P. STEVENS & CO.(Aux.) Luncheon. . . .PLAZA-TERRACE RM.
 2:00 P.M. VARIETY GROUP.ASTOR-VERSAILLES RM.
 (Riegel Fabrics; Nat'l Assoc. of Hosiery Mfrs.;
 Bernhard Altmann, Div. of McGregor; Lawrence of London.
 Scottish Sportswear - Ray Onslow.)
 3:30 P.M. "DAY OF BEAUTY"(Aux.) Cocktails. . . .ASTOR-EMERALD RM.
 5:00 P.M. Writing Period and "DAY OF BEAUTY"
 7:00 P.M. SEARS, ROEBUCK & CO. (Aux.) Dinner . . .PLAZA-PERSIAN RM.

Fri., Jan. 14: 8:00 A.M. ALLIED CHEMICAL(Aux.) Breakfast. . . .ASTOR-VERSAILLES RM.
 9:30 A.M. "THE NEWSBREAKERS"--Young fashion. . .ASTOR-VERSAILLES RM.
 image-makers, presented in conjunction with "Mademoiselle
 Magazine." EDIE GLADSTONE(DEEBS); STANLEY HERMAN(MR.MORT);
 DON SIMONELLI(PRL); LEO NARDUCCI(GUY D); DEANNA LITTELL and
 BETSY JOHNSON(PARAPHERNALIA OF PURITAN); GAYLE KIRKPATRICK
 (ATELIER); BILL SMITH(JANINE KAHAN); EVELYN SINI-HAPPINESS,
 Division of PANTSMAKER; LUBA, Elite Juniors.
 11:00 A.M. "NEWSBREAKING SKYSCRAPER"--ALLIED CHEM.TOWER-42ST.& B'WAY
 12:00 Noon WOOLENS & WORSTEDS OF AMER."WA WA"(Aux.) ASTOR-VERSAILLES RM.
 2:00 P.M. PURITAN(Aux.).ASTOR-VERSAILLES RM.
 2:30 P.M. HELEN ROSE OF FILM FASHIONS.ASTOR-VERSAILLES RM.
 Showing of fashions in MGM's "Made in Paris."
 3:00 P.M. HARPER'S BAZAAR; DOUGLAS AIRCRAFT; . . .RAINBOW ROOM
 MALCOLM STARR FASHIONS(Aux.)

| | | |
|----------------------------------|--|---|
| Thursday Jan. 13 2:00 P.M. | PRESS PREVIEW: NEW "CHAMELEON CLOTH" Riegel Fabrics (Variety Group, N.Y. Couture)--will present a "Bewitching Show of New Chameleon Cloth"--fashions that change color, including designs from Coty award winners. By invitation. Publicity: Lenore Bart Ringler at Robert Taplinger, PL. 2-7722. | RIEGEL FABRICS HOTEL ASTOR VERSAILLES ROOM |
| Thursday Jan. 13 2:30 P.M. | PREVIEW OF SUMMER COLLECTION Preview for press and buyers of Summer fashions. By invitation. Publicity: Jeanette Gottlieb, BR. 9-6560. | STONYBROOK CASUALS, INC. (DIV.OF DAVID CRYSTAL) 498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|--|---|--------------------------------------|---|
| Thursday Jan. 13 3:00 P.M.- 6:30 P.M. | "DAY OF BEAUTY" FOR VISITING PRESS Leading beauty companies (<u>Auxiliary Member, N.Y.C.G.</u>) will present beauty news for Spring and Summer at open house for visiting and local press. By invitation. Publicity: Helen Nash or Joan Parker, PL. 1-3377. | LEADING BEAUTY COMPANIES | HOTEL ASTOR EMERALD ROOM |
| Thursday Jan. 13 4:00 P.M.- 8:00 P.M. | PRESS PREVIEW OF SPRING FUR FASHIONS Preview of pale beige Lammoire (broadtail-processed Argentine Lamb) fur fashions. By invitation. Publicity: Sara Pennoyer, MU. 2-6480. | LAMMOIRE FURS BY HERMAN BASCH CO. | 122 EAST 38TH STREET SPADEA TOWN HOUSE |
| Thursday Jan. 13 7:00 P.M. Dinner | DINNER FASHION SHOW FOR VISITING PRESS "A Night at the Persian Room"--cocktails, dinner, and fashion presentation by Sears, Roebuck (<u>Auxiliary Member, N.Y.C.G.</u>). For visiting press, by invitation. Publicity: John E. Terrell, CH. 4-7600. | SEARS, ROEBUCK & CO. | HOTEL PLAZA PERSIAN ROOM |
| Jan. 14 | STERN BROTHERS RELEASE--Model rooms. (Preview, Jan. 12) | | |
| Friday Jan. 14 9:30 A.M. Coffee | PRESS PREVIEW OF IMPORT MILLINERY Preview for the press of young import millinery. By invitation. (For Release, Mon., Jan. 17.) Publicity: Jacquie Ieve, PL. 2-1212, Ext. 7202. | BLOOMINGDALE'S | 3RD FLOOR |
| Friday Jan. 14 12:00 Noon Luncheon | LUNCHEON SHOWING: SPRING FASHIONS Woolens and Worsteds (<u>Auxiliary Member, N.Y.C.G.</u>) will present "The American Way with Wool." By invitation. Publicity: Greg Ward, YU. 6-6222. | WOOLENS & WORSTEDS OF AMERICA | HOTEL ASTOR VERSAILLES ROOM |
| Friday Jan. 14 2:00 P.M. | PREVIEW: "FASHION'S BIG BUSINESS" Puritan (<u>Auxiliary Member, N.Y.C.G.</u>) will present "Revolutionary Inside Story of Fashion's Big Business"--and creations from Puritan's new designers: Betsy Johnson, Deanna Littell, Joel Schumacher. By invitation. Publicity: Dolly Martin at Robert S. Taplinger Assoc., PL. 2-7722. | PURITAN FASHIONS CORP. | HOTEL ASTOR VERSAILLES ROOM |
| Friday Jan. 14 3:00 P.M.- 5:00 P.M. | PRESS SHOWING OF "D.C. 9 FASHIONS" "Fashion Is In The Air"--"D.C. 9 Fashions" presented by Harper's Bazaar, Douglas Aircraft, and Malcolm Starr (<u>Auxiliary Member, N.Y.C.G.</u>). By invitation. Contact: Mary Sheehan at Harper's, PL. 1-2100. | HARPER'S BAZAAR | RAINBOW ROOM ROCKEFELLER PLAZA |
| Saturday Jan. 15 11:00 A.M. | SHOWING OF SPRING BRIDAL FASHIONS Showing for customers of Spring bridal fashions. Tickets available 3rd floor, Bridal Salon. Publicity: Mildred Collins, LO. 5-7960. | STERN BROTHERS | 6TH FLOOR |

WEEK BEGINNING MONDAY, JANUARY 17, 1966

| | | | |
|---|--|-----------------|---------------------------------|
| Jan. 17 | BLOOMINGDALE RELEASE--Import millinery, (Preview, Jan. 14--See Above) | | |
| Monday Jan. 17 10:00 A.M. Coffee | PRESS PREVIEW: MODEL ROOMS Preview for the press of Macy's model rooms. By invitation. (For Release, Wed., Jan. 19.) Publicity: Mary Boyle, OX. 5-4400. | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|------------------------------|---|
| Friday Jan. 14- Jan. 22 | ITALIAN SPRING-SUMMER FASHION OPENINGS IN FLORENCE AND ROME. <u>SHOWINGS IN FLORENCE--Jan. 14:</u> 3:00 P.M. Rain Show. 4:00 P.M. Gaber, Righi, Ines E. Marina, Golf Tricots, Nardini, Lida, Romanita. 9:00 P.M. Milo, Samar, Gibo, Albertina, Noni Sport, Lucrezia. <u>Jan. 15:</u> 11:00 A.M. Aponte, De Simone, Scarabocchio, Maljana, Ferragamo. 2:00 P.M. Avagolf, Myricae, Glans, Trico, Krizia. 9:00 P.M. Baldini, Micia, Valditevere, Naka, Ken Scott. <u>Jan. 16:</u> 11:00 A.M. Avolio, Mirsa, Bertoli, Celli, Roveda. 5:00 P.M. Barocco, Biki, Di Lazzaro, Guidi, Marucelli, Mila Schon, Sarli, Tiziani, Emilio Pucci. 9:30 P.M. Dinner Dance. <u>Jan. 17:</u> 2:30 P.M. Departure for Rome--Pullman buses at disposal of buyers and press. <u>SHOWINGS IN ROME--Jan. 17:</u> 5:30 P.M. Tiziani. 7:30 P.M. Barocco. 9:00 P.M. Valentino. No time set--Donna Paula. <u>Jan. 18:</u> 9:00 A.M. Enzo. 11:30 A.M. Carosa. 1:00 P.M. Sorelle Fontana. 3:00 P.M. Balestra. 5:00 P.M. Antonelli. 7:00 P.M. Mila Schon. 9:00 P.M. Galitzine. <u>Jan. 19:</u> 9:00 A.M. Forquet. 11:30 A.M. Biki. 1:00 P.M. Menswear: Brioni, Datti, Franzoni, Litrico. 3:30 P.M. Marucelli. 5:30 P.M. Veneziani. 7:30 P.M. Gregoriana. 9:00 P.M. Lancetti. <u>Jan. 20:</u> 9:00 A.M. Guidi. 11:30 A.M. De Barentzen. 1:00 P.M. Children's Fashions: Zingone. 3:30 P.M. Sarli. 5:30 P.M. Schuberth. 7:30 P.M. Fabiani. 9:00 P.M. Emilio Pucci. <u>Jan. 21:</u> 9:00 A.M. Tita Rossi. 11:30 A.M. Garnett. 3:30 P.M. Centinaro. 5:30 P.M. Gattinoni. 9:00 P.M. Faraoni. <u>Jan. 22:</u> 9:00 A.M. Di Lazzaro. 11:00 A.M. Brugnoli. 1:00 P.M. Baron's. Contact: Comitato Organizzazione Manifestazioni, Alta Moda Italiana, Piazza Della Repubblica 59, Rome, Italy. | | |
| Saturday Jan. 15- Jan. 24 | SPANISH COUTURE OPENING DATES IN MADRID AND BARCELONA <u>MADRID:</u> Jan. 15--Elio Berhanyer; Vargas Ochagavia; Herrera y Ollero. Jan. 20--Lino; Margel, Jr. <u>BARCELONA:</u> Jan. 20--Carmen Mir; Pedro Rovira; Santa Eulalia; El Dique Flotante; Asuncion Bastida; Pedro Rodriguez(Barcelona branch). Jan. 24--Pertegaz. | | |
| Monday Jan. 17- Jan. 20 | INCORPORATED SOCIETY OF LONDON DESIGNERS LONDON, ENGLAND <u>Jan. 17:</u> Associate Members' Display. <u>Jan. 18:</u> 10:00 A.M. Clive. 11:30 A.M. Angele Delanghe. 2:30 P.M. Norman Hartnell. 4:00 P.M. Charles Creed. <u>Jan. 19:</u> 10:00 A.M. Ronald Paterson. 11:30 A.M. Lachasse. Sketches, written reports and photographs may be published immediately after the scheduled press show. Admission by invitations only. Contact: Lady Joubert, 315 Regent St., London, W.1, England (Tel. LAngham 3961). | | |
| Beginning Monday Jan. 17 | SUMMER READY-TO-WEAR COLLECTIONS Continuous showings, by appointment. Ann Pakradooni--Dress designs from Philadelphia. Par Avion--Sweaters, decorated by hand in Hong Kong. Contact: PL. 3-4464, or PL. 3-3500. | ANN PAKRADOONI; PAR AVION | VIRGINIA KREMENTZ 42 W.58TH ST., RM.203 |
| Tuesday Jan. 18 9:30 A.M. Coffee | PRESS PREVIEW: "BRILLIANT CANVASES" Preview of "Brilliant Canvases"--shoe fashions. By invitation. (For Release, Thurs., Jan. 20.) | BONWIT TELLER | 2ND FLOOR SHOE SALON (For Release, Thurs., Jan. 20.) Publicity: Carolyn Saks, EL. 5-6800. |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|--|---|---|---|
| Cancelled Jan. 18 | GIMBELS PRESS PREVIEW OF MID-WINTER FURNITURE, ORIGINALLY SCHEDULED FOR TUESDAY, JAN. 18 AT 10:30 A.M., HAS BEEN CANCELLED. Contact: LO. 4-3300. | | |
| Tuesday Jan. 18 2:30 P.M. Tea | READY-TO-WEAR FASHIONS AT BENEFIT SHOWING For benefit of the N.Y. County Chapter of the National Multiple Sclerosis Society. Commentator: Carol Reed. Guest Speaker: Dr. Howard A. Rusk. Tickets: \$7.50. Contact: Mimi Benzell, YU. 9-5566. | KARSHAN, LTD. (24 EAST 64TH STREET) | HOTEL PLAZA PERSIAN ROOM |
| Tuesday Jan. 18 4:30 P.M. Cocktails | JANE IRWILL SHOW: DESIGNS BY INGEBORG Spring collection of knitwear in Du Pont fashion fibers, designed for Jane Irwill by Ingeborg. For retail buyers, trade, and consumer press. Showing at 5:15 P.M. By invitation. Press contact: Judy Pennebaker, 971-4657; Trade: Mary Prost, 971-4269. | DU PONT COMPANY TEXTILE FIBERS | HOTEL GOTHAM PALACE BALLROOM |
| Jan. 19 | MACY RELEASE DATE--Model rooms. (Preview, Jan. 17--See Pg. 2) | | |
| Wednesday Jan. 19 12:30 P.M. Luncheon | HOLIDAY AND CRUISE COLLECTION Holiday-Cruise collection by Kasper for Joan Leslie. (Note Change of Date.) Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$5.00): CI.6-9171. | KASPER FOR JOAN LESLIE | BARBETTA RESTAURANT 321 WEST 46TH STREET |
| Wednesday Jan. 19 2:30 P.M. | PREVIEW OF SUMMER SPORTSWEAR Preview of coordinated separates for Summer, designed by Jeanne Essig for Majestic. By invitation. Contact: Letty Weinstein, LO. 4-3113. | MAJESTIC SPECIALTIES | 1410 BROADWAY SHOWROOM - 16TH FLOOR |
| Wednesday Jan. 19- Jan. 20 6:00 P.M. | CUSTOMER SHOWINGS: BRIDAL FASHIONS Showing Jan. 19, by reservation; Jan. 20 open to public. Publicity: Carolyn Saks, EL. 5-6800. | BONWIT TELLER | 3RD FLOOR GUNTHER JAECKEL |
| Jan. 20 | BONWIT TELLER RELEASE--Shoe fashions. (Preview, Jan. 18--See Above) | | |
| Jan. 21 | GIMBELS RELEASE--Midwinter furniture. (Preview, Jan. 18--No Press Show) | | |
| Friday Jan. 21 10:00 A.M. Coffee | PRESS PREVIEW: MID- WINTER FURNITURE Preview for the press of mid-Winter furniture. By invitation. (For Release, Mon., Jan. 24.) Publicity: Diane Wallace, TR. 5-7200, Ext. 661. | ABRAHAM & STRAUS (BROOKLYN) | 6TH FLOOR FEATURE EVENTS |
| Jan. 21- Jan. 30 | NATIONAL SKI WEEK BY SKI INDUSTRIES AMERICA. Contact: Ralph A. des Rochas, executive director, MO. 1-1533. | | |
| Jan. 24 | ABRAHAM & STRAUS RELEASE--Midwinter furniture. (Preview, Jan. 21--See Above) | | |
| Jan. 25 | BEST'S RELEASE--Spring-Summer bridal fashions. (No Press Show) | | |
| Tuesday Jan. 25 11:45 A.M. Cocktails | ANNUAL MARKET REPORT "Needed: New Vocabulary for '66"--Speaker: Mr. Louis Gropp, design editor, "Home Furnishings Daily." Presentation and exhibit of Editors' Choice awards in furniture, carpets, and rugs. Luncheon at 12:15 P.M. Prices: \$10.00, members; \$12.00, guests. Contact: Irene Douglas, TE. 8-5133. | NAT'L HOME FASHIONS LEAGUE(767 LEX.AVE.) | HOTEL PIERRE BALLROOM |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|--|---------------------------------------|---|
| Beginning Monday Jan. 24 | CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE | | PARIS, FRANCE |
| | Jan. 24: 9:30 A.M. Esterel. 10:00 A.M. Lutece; Yorn. 10:45 A.M. Launay. 12:00 Noon L.Feraud. 2:15 P.M. M.de Rauch. 5:00 P.M. M.deRauch; | | |
| | Jan. 25: 10:00 A.M. Balmain. 12:00 Noon J.Hercey. 2:30 P.M. J.Heim. 5:00 P.M. Nina Ricci; B.Sagardoy. 8:30 P.M. B.Sagardoy. | | |
| | Jan. 26: 9:45 A.M. Lanvin. 10:30 A.M. Guy Laroche. 10:45 A.M. Nina Ricci. 11:00 A.M. Maggy Rouff. 1:00 P.M. J.Godard. 2:15 P.M. Patou. 3:00 P.M. Lanvin. 3:30 P.M. J.Godard. 5:00 P.M. J.Griffe. | | |
| | Jan. 27: 9:45 A.M. Christian Dior. 10:30 A.M. J.Patou. 3:00 P.M. C.Montaigne; G.Laroche; Philippe Venet. 5:00 P.M. T.Lapidus. 5:30 P.M. M.Tellin. 7:00 P.M. T.Lapidus. | | |
| | Jan. 28: 10:30 A.M. Castillo; M.Roger. 12:00 Noon Carven. 2:30 P.M. P.Cardin. 3:00 P.M. C.Montaigne. 5:30 P.M. P.Cardin; M.Tellin. 7:30 P.M. Hermes. | | |
| | Jan. 29: 9:15 A.M. Capucci. 10:30 A.M. Castillo. 10:45 A.M. Gres. 11:00 A.M. Capucci; Hermes. | | |
| | Jan. 31: 10:00 A.M. Molyneux. 10:30 A.M. Ungaro. 3:30 P.M. Raphael. 5:30 P.M. Ungaro. | | |
| | Feb. 1: 3:30 P.M. Baron. | | |
| | Feb. 2: 3:30 P.M. V.Bourgade. 6:00 P.M. G.Renal. 2:30 P.M. Givenchy | | |
| | Feb. 3: 2:30 P.M. Balenciaga (buyers). (buyers). | | |
| | Feb. 4: 10:30 A.M. and 3:30 P.M. Yves St. Laurent. | | |
| | Contact: Chambre Syndicale, 100 Faubourg St-Honore, Paris, France. | | |
| Wednesday Jan. 26 10:30 A.M. | PREVIEW: AMERICAN DESIGNER COLLECTION Preview for the press of American designer collection. By invitation. (For Release, Fri., Jan. 28.) | GIMBELS | 3RD FLOOR |
| Thursday Jan. 27 2:30 P.M. | OPENING OF SUMMER DRESS COLLECTION Preview of David Crystal's Summer dress collection. For press and buyers. By invitation. Publicity: Jeanette Gottlieb, BR. 9-6560. | DAVID CRYSTAL, INC. | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Thursday Jan. 27 2:30 P.M. | PRESS PREVIEW: SUMMER SUITS AND COSTUMES Showing of Summer suits, costumes, and dresses. By invitation. Thereafter by appointment. Contact: Tita Curtis, PE. 6-2291. | BARBERINI, LTD. (DIV.OF ORIGINALA) | 512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR |
| Thursday Jan. 27 6:00 P.M. | CUSTOMER SHOWING: BRIDAL FASHIONS Customer showing of bridal fashions. By admission ticket, available at Bridal Salon, 2nd Floor. Contact: OR. 5-1000. | FRANKLIN SIMON | SHERATON-ATLANTIC HOTEL BALLROOM |
| Wednesday Jan. 26 12:30 P.M. | CUSTOMER SHOWING: SPRING BRIDAL FASHIONS Customer showing of bridal fashions. Publicity: Joan Powers, FL. 9-2000. | BEST & CO. | 3RD FLOOR BRIDAL SALON |
| Monday Jan. 31 12:15 P.M. Luncheon | "ACTION WEAR" FASHION SHOW Showing of "action wear" fashions of Chemstrand fibers, by leading American designers at annual luncheon, sponsored by The New York Women's Bible Society. Tickets: \$12.50 each. Contact: Donald Steck, 556-5264. | CHEMSTRAND | HOTEL PLAZA BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|---|---|---|
| Beginning Monday Jan. 31 | OPENING: SUMMER JUNIOR COLLECTION Continuous daily showings of Summer collection, designed by Frank Adams. By appointment. Contact: LO. 4-1434. | JUNIOR ACCENT | 498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Tuesday Feb. 1 4:00 P.M. Cocktails | PREVIEW OF SUMMER COLLECTION By invitation. Continuous showings beginning Monday., Feb. 7. Contact: Sylvia Greer or Al Davis, WI. 7-9470. | LEE CLAIRE, INC. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Beginning Tuesday Feb. 1 | OPENING: SUMMER COLLECTION Informal showing of Summer collection. Contact: George Rappaport, CH. 4-3558. | PETTI-4'S, TOWN & COUNTRY CLOTHES | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Beginning Tuesday Feb. 1- Feb. 5 | SPRING-SUMMER HAUTE COUTURE SPORTSWEAR Daily showings of Spring-Summer haute couture sportswear fashions. By appointment. Contact: 203--438-2900, Ridgefield, Conn. | GRIFFON DE PARIS (RIDGEFIELD, CONN.) | HOTEL GOTHAM |
| Wednesday Feb. 2 1:00 P.M. | OPENING: SUMMER COLLECTION Summer dresses and separates, designed by Dorothy Cox, Feb. 2 and 9 at 1:00. By reservation. Contact: Barbara Underhill, CH. 4-6350. | TANNER OF NORTH CAROLINA | 530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR |
| Thursday Feb. 3 12:00 Noon | PRESS PREVIEW: NEW TEENAGER SHOP Press preview of Bergdorf Goodman's new "bigi" shop for teenager fashions. By invitation. (For Release, Fri., Feb. 4.) Publ.: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 6TH FLOOR |
| Thursday Feb. 3 3:30 P.M. | PREVIEW OF SUMMER DRESS COLLECTION By invitation. Continuous showings beginning Tues., Feb. 8. Contact: Isabelle Crawford, LW. 4-9000. | LESLIE FAY, INC. | 1400 BROADWAY SHOWROOM - 16TH FLOOR |
| Thursday Feb. 3 4:00 P.M. Cocktails | PREVIEW: SUMMER FASHIONS Young Summer fashions for cocktail and evening wear. By invitation. Continuous beginning Mon., Feb. 7. Contact: Irwin Schwartz, WI. 7-9470. | TUXMATE | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Friday Feb. 4 11:00 A.M. | OPENING OF SUMMER COLLECTION Thereafter Feb. 7 at 4:00 P.M.; Feb. 8 and 14 at 11:00 A.M. By invitation. Contact: Pat Brooks, WI. 7-4968. | B.H. WRAGGE, INC. | 550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Feb. 7 | SAKS FIFTH AVENUE RELEASE--"Ports of Call." | | |
| Monday Feb. 7 9:00 A.M.- 12:00 Noon | PRESS PREVIEW: NOTION AND NOVELTY SHOW "Port of All Notions"--gifts and novelties from more than 80 firms. Accessories for hair, rainwear, travel, beach, sewing and home. By in- vitation. For trade, 9:00 A.M.-5:00 P.M., Feb. 7-11. Contact: Ann Karas, PE. 6-8820. | NATIONAL NOTION ASSN. (350 FIFTH AVE.) | N.Y. TRADE SHOW BLDG. 8TH AVE. & 35TH STREET |
| Monday Feb. 7 12:00 Noon | OPENING OF SUMMER COLLECTION Showings Feb. 7, 9, and 15 at 12:00 Noon. By reservation. Contact: Mary Jean Rainnie, 565-2827. | GEORGIA BULLOCK | 530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|---|---|---|
| Monday Feb. 7 3:00 P.M. | OPENING: SUMMER COLLECTION Also Feb. 8 at 3:00. By reservation. Contact: Shirley Ornstein, LO.4-9115. | ANNE FOGARTY | 550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| Beginning Monday Feb. 7 | OPENING OF SUMMER COLLECTION Cocktail and evening fashions for Summer, designed by George Nardiello and Miss Andree. Continuous showings. Contact: Abe Goldner, PE. 6-0151. Publicity: Eleanor Lambert, MU. 8-2130. | CAMEO EVENING FASHIONS; FIVE-THIRTY P.M. | 530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| Tuesday Feb. 8 10:00 A.M. | OPENING OF SUMMER COLLECTION Also Feb. 9, 10, 15, 17 at 10:00. By reservation. | ADELE SIMPSON, INC. | 530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR Contact: LA. 4-7626. |
| Tuesday Feb. 8 10:30 A.M. | OPENING OF SUMMER COLLECTION Also Feb. 15 and 17 at 10:30. By reservation. Contact: Sam Cohen, LO.3-5650. | PATTULLO- JO COPELAND | 498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Tuesday Feb. 8 1:00 P.M. | OPENING: SUMMER JUNIOR COLLECTION Also Feb. 9, 15, 16 at 1:00. Contact: Ellen Roselle, LO. 4-0462. | JUNIOR SOPHISTICATES | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Tuesday Feb. 8 1:30 P.M. | OPENING OF SUMMER COLLECTION Showings Feb. 8 and 15 at 1:30. By reservation. Contact: Rhoda Barrett, CH. 4-0600. Publicity: Eleanor Lambert, MU. 8-2130. | PAT SANDLER FOR HIGHLIGHT | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Tuesday Feb. 8 2:30 P.M. | OPENING: SUMMER COLLECTION Summer collection, designed by Bill Blass. By reservation. Contact: Eleanor Stoner, LA. 4-6968. | MAURICE RENTNER, LTD. | 498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| Tuesday Feb. 8 2:30 P.M. | SHOWING OF SUMMER COLLECTION Showings Feb. 8, 10, 15, 17 at 2:30. By reservation. Contact: PE. 6-6983. | BRANELL | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Tuesday Feb. 8 3:45 P.M. Cocktails | PRESS PREVIEW OF SUMMER COLLECTION Robert Sloan will present his Summer collection, featuring sportswear, playclothes, and dresses, designed by Sylvia de Gay. Show at 4:00 P.M. For press and buyers, by invitation. Contact: LA. 4-6651. | ROBERT SLOAN SPORTSWEAR, INC. | HOTEL PIERRE BALLROOM |
| Tuesday Feb. 8 4:00 P.M. | OPENING: SUMMER COLLECTION Malcolm Starr's Summer collection, designed by Elinor Simmons, Feb. 8, 10, 15 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690. | MALCOLM STARR, INC. | 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Tuesday Feb. 8 4:00 P.M. | OPENING OF SUMMER COLLECTION Also Feb. 14 at 4:00 P.M. By appointment. Contact: PE. 6-5547. | HARMAY | 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Wednesday Feb. 9 9:30 A.M. Coffee | PRESS PREVIEW OF SHOE IMPORTS Preview for the press of imported shoes for Spring. By invitation. (For Release, Thurs., Feb. 10.) Publicity: Donna Lawson, OX. 5-4000. | OHRBACH'S | 3RD FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|--|---|
| Wednesday Feb. 9 10:30 A.M. | OPENING OF SUMMER COLLECTION Showings Feb. 9 and 10 at 10:30 A.M. By reservation. | WILSON FOLMAR, INC. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR Contact: LA. 4-5923. |
| Wednesday Feb. 9 10:30 A.M. | OPENING OF SUMMER COLLECTION Also Feb. 15, 16, 22, March 1 at 10:30. Contact: LO. 4-2155. | TOWNLEY | 550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Wednesday Feb. 9 11:30 A.M. | SHOWING OF SUMMER COLLECTION Showing of Summer collection, designed by Dorothy Farbo, Feb. 9 and 16 at 11:30 A.M. By reservation. Contact: Marcella Wolfe, BR. 9-5991. | MIGNON | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Wednesday Feb. 9 12:00 Noon | OPENING OF SUMMER COLLECTION Showings Feb. 9 and 16 at 12:00 Noon. By reservation. Contact: WI. 7-0152. | PAUL BLUMENSTEIN, INC. | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Wednesday Feb. 9 1:00 P.M. | OPENING OF SUMMER COLLECTION Also Feb. 10, 15, 16 at 1:00. By reservation. Contact: Lee Lerner, LO. 3-0988. | HANNAH TROY, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Wednesday Feb. 9 2:30 P.M. | OPENING OF SUMMER COLLECTION Showings Feb. 9 and 15 at 2:30. By invitation. or Muriel Morris, LO. 4-9220. | CHRISTIAN DIOR- NEW YORK, INC. | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR Contact: Joanne Jaap |
| Wednesday Feb. 9 2:30 P.M. | OPENING OF SUMMER COLLECTION Showing Feb. 9 and 10 at 2:30. By reservation. Contact: CH. 4-1872. | LARRY ALDRICH ASSOC. | 530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| Wednesday Feb. 9 3:00 P.M. | OPENING: SUMMER COLLECTION Summer collection, designed by Ceil Chapman, Feb. 11 and 14 at 3:00 P.M. By reservation. Contact: LA. 4-9925. | CEIL CHAPMAN FOR MISS WINSTON, INC. | 530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Wednesday Feb. 9 4:00 P.M. Cocktails | PREVIEW OF SUMMER SPORTSWEAR By invitation. Thereafter continuous at showroom. Publicity: Sara Pennoyer, MU. 2-6480. | McMULLEN (550 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE Contact: OX. 5-4270. |
| Wednesday Feb. 9 4:00 P.M. | OPENING OF SUMMER COLLECTION Also Feb. 10 at 4:00 P.M. By reservation. Contact: WI. 7-8235. | DONALD BROOKS, INC. | 550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Thursday Feb. 10 10:30 A.M.; 2:30 P.M. | OPENING OF SUMMER COLLECTION Summer collection, designed by Shannon Rodgers for Jerry Silverman, 10:30 and 2:30. By invitation. Continuous thereafter, by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940. | JERRY SILVERMAN | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Thursday Feb. 10 12:00 Noon | SHOWING OF SUMMER COLLECTION Also Feb. 17 at 12:00 Noon. Contact: WI. 7-0152. | ALISON | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|--|---|---|
| Thursday Feb. 10 1:00 P.M. | OPENING: SUMMER COLLECTION Also Feb. 14, 15, 16, 21, 23 at 1:00. By appointment. Contact: Jean Roberts, LA. 4-3520. | TEAL TRAINA, INC. | 550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Thursday Feb. 10 3:30 P.M. | PREVIEW: SUMMER COLLECTION Summer collection, designed by Miguel Dorian. By reservation. Continuous thereafter. Contact: Valerie Ward, LW. 4-2717. | MOE NATHAN, INC. | 498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |
| Thursday Feb. 10 4:00 P.M. | OPENING OF SUMMER COLLECTION Showings Feb. 10, 15, 16 at 4:00. By appointment. | SAMUEL WINSTON, INC. | 530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR Contact: CH. 4-2616. |
| Monday Feb. 14 12:30 P.M. Luncheon | PRESS PREVIEW: SPRING MILLINERY BY ADOLFO Preview for the press of Spring millinery by Adolfo. By invitation. (For Release, Tues., Feb. 15.) Publicity: Helen O'Hagan, PL. 3-4000. | SAKS FIFTH AVENUE | ST. REGIS HOTEL PRIVATE SUITE |
| Monday Feb. 14 2:30 P.M. | FASHION CONFERENCE: FALL-WINTER 1966 Sixty-first semi-annual conference--with presentation of NSRA's annual Mercury Award for outstanding contribution to footwear fashions. Fashion trends in footwear and apparel for Fall-Winter 1966, including shape, silhouette, color, and material--distribution of swatched color guide. Admission by advance registration. Tickets: \$6.00, members; \$9.00, non-members. Contact: Thelma Hennessey, MU. 6-7520. | NAT'L SHOE RETAILERS ASSN.(200 MADISON AVE.) | HOTEL PLAZA BALLROOM |
| Beginning Monday Feb. 14 | OPENING: SUMMER COLLECTION Rosalie Macrini will present her Summer collection; also a group of debutante dresses for next Winter's cotillions. By appointment. Contact: Anne Towne, CH. 4-2655. | ROSALIE MACRINI, INC. | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Tuesday Feb. 15 10:30 A.M. | OPENING OF SUMMER COLLECTION Also Feb. 17 at 10:30. By reservation. Contact: Minnie Cushing, LA. 4-9350. | OSCAR DE LA RENTA FOR JANE DERBY, INC. | 550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Wednesday Feb. 16 12:30 P.M. luncheon | "FIVE AND TEN" FASHION SHOW Spring collection of coats, suits, cocktail gowns, dresses, children's wear--all priced below \$5.00 and \$10.00. By invitation. Contact: Bob Brennan at Ted Saucier, MU. 8-2330. | LYNNS STORES, INC. | HOTEL PLAZA PERSIAN ROOM |
| Thursday Feb. 17 4:00 P.M. Cocktails | PREVIEW: FALL AND WINTER KNITWEAR Knit ensembles and dresses in silk and wool for Fall and Winter. <u>Show at 4:30.</u> By invitation. Publicity: Ruth Hammer Assoc., 246-4818. | KORRIGAN-PARIS; AVAGOLF OF MILAN | HAMPSHIRE HOUSE THE COTTAGE |
| Wednesday Feb. 23 11:00 A.M. | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Spring custom-order fashions at a preview for the press. By invitation. (For Release, Thurs., Feb. 24.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130. | MAINBOCHER, INC. | 609 FIFTH AVENUE SHOWROOM - 8TH FLOOR |

1967

JANUARY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

FEBRUARY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | | | | |

MARCH

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

APRIL

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

MAY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

JUNE

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

JULY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

AUGUST

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

SEPTEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

OCTOBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

NOVEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

DECEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |